



FRIDAY 11 TO SUNDAY 13 JULY 2025

## PARTNERSHIP AND RETAIL OPPORTUNITIES

The Outdoor Swimmer Henley Swim Festival on Friday 11, Saturday 12 and Sunday 13 July 2025 presents a unique opportunity for brands to meet more than 1,200 outdoor swimmers and thousands of spectators in person as they take part in a weekend festival of swimming.

In 2025 the prestigious Henley Classic will be taking place at the Henley Swim Festival. This gives Henley Classic swimmers access to the Festival after their swim, and brings additional swimmers (on a post-event high) and supporters to the retailers and exhibitors.

The event includes multiple-distances, free taster sessions in a Lido area, and the chance to swim with elite level competitors.

All within an atmospheric festival village – which will be open over two days – for post-swimming celebrations, camping, live music, information and advice, and spectator entertainment.

Brands can partner with the family swim festival, set alongside one of the most beautiful and prestigious stretches of the Thames, with a riverside stand in the buzzing event village.

## KEY STATS

**1,000+** competitors  
**3,000** spectators  
**200** junior swimmers (age 8-15) plus their parents  
**50+** clubs  
**35%** first timers  
**35%** male, **65%** female

**13,000** Outdoor Swimmer readership  
**88,000** social media reach  
**57,000** database





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## BRAND REACH THROUGH:

- More than 1,000 participants over two days (plus thousands of spectators)
- 42,000 Outdoor Swimmer database
- Outdoor Swimmer website and magazine – 5,000 magazine subscribers plus 75,000 unique website visits per month
- 16,000 Henley Swim database and newsletter
- Competitor communications sent once a month for three months before the event
- Henley Swim social media exposure (9,200 on Facebook, 4,000 on X, 4,300 on Instagram)
- Outdoor Swimmer social media exposure (30,000 on Facebook, 15,000 on X and 25,000 on Instagram)
- Clubs and community communications

## BENEFIT FOR BRANDS

- Opportunity to demonstrate your products, encourage purchase, carry out research, collect data and gain exposure for your brand to a fully engaged audience
- Swim festival format and event marquee/ village gives you extended dwell time to speak to your target audience
- Take advantage of trading on the Saturday as well as the Sunday
- Bespoke pre, during and post event communications through competitor communications and marketing channels driving traffic to your site
- Association with a professional and iconic swim event
- Tap in to the trend of open water swimming

OPPORTUNITY	COSTS
<b>Retail Space</b>	£450 - £1,200
<b>Retail PLUS</b> Retail space, Henley Swim newsletter news item, social media post through Outdoor Swimmer and Henley Swim and advertising on Outdoor Swimmer website for 3 months.	£1,450
<b>Experiential Sponsorship</b> Bring your brand to life through a bespoke activation sponsorship area; e.g. own bag drop, taster session or waves [plus supported with communications as described in Retail PLUS as above].	From £1,500
<b>Official Partnership</b> Six-month partnership including regular exposure and data opportunities with swimmers through bespoke communication campaign (newsletter news items, website presence and partnership logo, social media, competitor communication) PLUS print advertising package in Outdoor Swimmer magazine worth over £1,000.	£3,750

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